

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Dave Beran

DATE: September 11, 1992

FROM: Jerry Isaacs

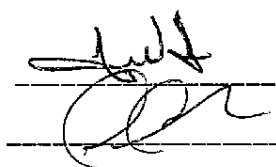
SUBJECT: Continuous National Tracking - Marketing Perceptions, Inc.

Attached for your approval is a revised letter agreement between Marketing Perceptions, Inc. and Philip Morris to conduct two mini-focus groups and four in-depth interviews on the subject of the Nicotine Patch. This letter agreement is pursuant to a master agreement signed on October 10, 1991.

Estimated cost \$12,700. This expenditure has been budgeted for in 1992.

All necessary signature approvals have been obtained.

Jerry Isaacs



Legal

DRD/Vmm 9/17/92

Dave Beran



2045725071